



Creative Capital offers online program for artists

Developed by artists for artists, Creative Capital’s Professional Development Program (PDP) provides career, community and confidence building tools to help all artists become successful artists. In addition to in-person workshops held through the country, PDP hosts up to six webinars each month specifically designed to guide individual artists of all disciplines in growing and sustaining their careers. Topics range from Art Business Management, Budgeting and Marketing to Community Engagement, Performance Documentation and Social Media. Visit [creative-capital.org/pdp/](http://creative-capital.org/pdp/) online to view the calendar, register for upcoming webinars, sign up for the mailing list, and purchase recorded sessions.

PUBLIC VALUE PARTNERSHIPS

The Three Rs at work in Montana

Public Value Partnership grants between Montana nonprofit arts organizations and the Montana Arts Council champion the fact that the arts are of benefit to all the citizens of Montana and are worthy of state and federal investment. Public Value Partnerships utilize three tools we call “The Three Rs” to expand the public value of the work being done by Montana’s nonprofit arts organizations:

- Building relationships;
- Creating greater relevance and meaning; and
- Establishing return on investment.

MAC believes that using “The Three Rs” strengthens participation, understanding and support from audiences, donors and funders. We’d like to share some of the best examples of these stories with you from 2012:

Building Relationships

**Missoula Art Museum (MAM):** The museum established the annual MAM Award to celebrate outstanding dedication, generosity and service to MAM. In 2012 the MAM Award was given collectively to the Art Associates of Missoula (a nonprofit organization dedicated to arts education at MAM and in the community). It also marked the 25th year of MAM’s Fifth Grade Art Experience, an in-depth education program offered to all schools in Missoula County free of charge, and co-produced with the Art Associates of Missoula.

A rough tally of the Art Associates’ 25-year investment in MAM and the Fifth Grade Art Experience is \$132,000 and more than 4,000 hours of volunteer service. MAM was at a loss as to how to adequately thank this group of dedicated volunteers who had given so selflessly for 25 straight years.

We decided to exemplify the impact of this program, and to illustrate the dynamic relationships fostered through it, by inviting 10 individuals from the community to publicly testify and thereby laud the volunteer group. The tribute began with a current fifth grader who went through the program in 2012, and explained precisely what she had learned about composition in black and white photography. Next came a professional artist who had gone through the program 20 years prior, and still remembered the artwork that convinced him to become an artist.

Additional speakers spoke to witnessing the positive impact of the program, including a parent, the Fine Arts Curriculum Specialist for Missoula County Schools, and a veteran



Building Relationships: Members of the Art Associates of Missoula were honored with the 2012 MAM Award for 25 years of bringing art to local schools via the Fifth Grade Art Experience.

fifth grade teacher. Arts education professionals who helped to build the program spoke of its growth and integrity; and Missoula County Commissioner Jean Curtiss explained that when she was growing up in rural Missoula County she had zero exposure to art and lauded the program for addressing that deficit.

The program ended with Mayor John Engen, who said: “Some kids will never overcome the barriers to full, rich meaningful lives that are in front of them, through no fault of their own. But some, maybe just one, will open her eyes and see possibility where it never existed before and her life will be forever changed. And in some cases, her life will be saved. That’s what a little art program in Missoula, Montana, can do. And that’s amazing.”

There wasn’t a dry eye in the house! We accomplished our goal of honoring the group with testimonies from those who directly benefited from the program, those who had helped to conduct the program, and those in positions of leadership who could meaningfully qualify the contribution in our community.

MAM has learned an important lesson from this experience; that it is more meaningful to illustrate community impact by bringing voices from the community in to express their grati-

tude. Our pride and gratitude is amply expressed in the process of embracing our community.

Creating Relevance

**Bozeman Symphony Society, Bozeman:** With concerts and outreach programs, the music director and musicians are continually creating a connection between music and performance, providing not only history, art and entertainment, but another avenue to communicate beyond language.

The symphony also provides this to

our audiences through a program called Far Afield, which serves rural communities and hamlets, providing students and adults with live symphonic music. The program serves more than 6,400 south-central Montanans.

The Bozeman Symphony sends nine small chamber ensembles out to perform in schools and public libraries. This program enables audiences to see, hear and feel the music being created live instead of through the media of radio and television. There is no charge to the recipients.

The audience can experience the music and ask questions about the music, the instruments and the performers, all the while creating and strengthening the relationship

between the two. According to Mary Gerlach, programming and outreach coordinator for the Belgrade Community Library, “Since the first Far Afield concert in April of 2008, the Bozeman Symphony has helped our library celebrate National Library Week and National Volunteer Week by providing an all-ages concert in the Children’s Library. Attendance has been excellent and growing yearly.

“Many of the children and adults in our audiences have never heard a live concert, and most have never heard a classical concert. The community has truly enjoyed the events.

“The library serves a rapidly growing population, and funding has not kept pace with the demands on the library’s resources. The Bozeman Symphony has graciously provided free concerts, and we are most grateful.”

Return on Investment

**Hockaday Museum of Art, Kalispell:** Funds that the museum receives from the Montana Arts Council are used as an example when we talk to other funding sources.

When the *Daily Interlake* was approached to sponsor Arts in the Park, they asked, “Who are the other organizations that support you?” We can say the Montana Arts Council believes we are one of the hardest working nonprofits in the state and that we provide 25% of museum art education outside the school system.

In this instance we were able to secure \$2,000 in cash and \$18,000 in free advertising. Our association with the Montana Arts Council definitely elevates our credibility with potential funders.



Creating Relevance: The Bozeman Symphony Cello Ensemble is one of nine chamber ensembles that performs in rural communities as part of the Far Afield program.



Return on Investment: Youngster gets an artful face painting during the Hockaday Museum’s annual Arts in the Park.

Strategic Investment Grants for June-September

Organization/Individual	Project Title	Town	Awarded
Rocky Mountain Ballet Theatre	Ming Yan Cui brings the Silk Road to Rocky Mountain Ballet Theatre	Missoula	\$1,000
Natalie Norrell	5th Annual Plein Air Paint Out on the Yellowstone	Kalispell	\$615
Bozeman Sculpture Park	Bozeman Sculpture Park Signage & Brand Identity	Bozeman	\$500
Jana Felt	Echo (Laura Munson Writing Retreat)	Bigfork	\$1,000
Becky Helfert Wedll	PAoM Studio	East Helena	\$586
Maria Barbachano	Artists in Residence and Collaboration	Eureka	\$1,000
Michael Blessing	Western Masters 2014	Bozeman	\$1,000
Meagan Blessing	Advertising/Promotion	Bozeman	\$400
George McCauley	Gas Kiln	Helena	\$584
Dorothy Morrison	Gamelan Workshop with I Made Lasmewan	Missoula	\$1,000
Jessica Mongeon	Golden Foundation Artist Residency	Belgrade	\$1,000
Deborah McKenna	Fechin Art Institute Workshop	Bozeman	\$1,000
Kit Mather	Whitehall Main Street Welcome Mural	Whitehall	\$1,000
George Bumann	Mentorship Study with Floyd DeWitt	Gardiner	\$1,000
David Spear	Collections & Traveling Photographs	Pablo	\$1,000
Alison Reintjes	Large Scale Public Art Exhibition Catalog	Missoula	\$1,000
Jerry Simchuk	Lynx Carving Class	Kalispell	\$754